

Idaho Conference on Recreation & Tourism 2010
Doubletree, Hotel Boise Riverside
May 4—6, 2010

ALL DAY:
ITC Meeting,
Grant
Presentations

Tuesday, May 4

9 am – Noon
Registration Desk Opens
Exhibitors set-up
Scenic Byways Workshop
10 AM: Capitol Tour
(for early arrivals)

Kick –off to ICORT
Noon – 1:30 PM Luncheon:
Welcome: Karen Ballard, Tourism Administrator
The State of Tourism and Recreation in Idaho—Panel

AFTERNOON SESSIONS

· **1:30 – 5:30:** Snake River Canyon Scenic Byway Tour

1:30-2:30 Breakout Tracks

- **Park & Arts (PART I)**
- Outdoor Recreation workshop
- Idaho's Leads Program
- Social Media and the Community Economy
- Outdoor Recreation workshop

1:30 – 4:30: ServSafe Training

2:30 – 3:00 : Break with Exhibitors

3:00-4:00 Breakout Tracks

- Outdoor Recreation workshop
- SiteSeer Workshop. What does blockbuster movie AVATAR and SiteSeer have in common? 3D. Learn how you can add this cutting edge technology to your website.
- Outdoor Recreation workshop
- REPEAT Social Media and the Community Economy

3:00 – 5:30: Park & Arts (PART II includes tour)

4:00 – 4:30: Break with Exhibitors

4:30 – 5:30 : General Session

6:00 – 8:00 PM

Larry May Foundation Reception & Silent Auction, Exhibitors, Dine around Boise

Wednesday, May 5

8:30-9:30 Breakfast buffet

9:45-10:30 General Session – Matt Dickman

10:30-11:00 with Exhibitors

11:00-12:00 General Session - Trends in Public Relations—panel

Noon to 1:30 Luncheon & Speaker

1:30-2:30 Breakout Tracks

- TripAdvisor – Free Tools - Reputation management
 - Google Analytics, SEO, SEM
 - Outdoor Recreation workshop
 - Matt Dickman
 - Outdoor Recreation workshop

2:30-3:00 Break with Exhibitors

3:00-4:00 Breakout Tracks

- SYSCO – Consumable Souvenirs
 - Outdoor Recreation workshop
 - TBA
 - Top 10
 - Outdoor Recreation workshop

4:15-5:15 Breakout Tracks

- Everlater- Itinerary Planning
- Outdoor Recreation workshop
- Linger Longer, extending your guests stay.
- REPEAT: Google Analytics & SEO, SEM
 - Outdoor Recreation workshop

5:30 Reception with Exhibitors.

7:00 Taste of Idaho- Idaho Preferred - local foods showcase

Thursday, May 6th

8:30-9:30

Adventures in Living
The (GIG) Great Idaho Getaway Project
toolkit & networking tools

9:30-10:30 General Session - Emeline Sheffield

10:30 – 11:00 Break with Exhibitors

11:00-12:00 Regional Caucuses

12:00-1:30

Governor's Awards Banquet

1:30 – 3:00

Renovated Capitol Tour

1:30- 5:00

Golf Tournament Larry May Foundation
Eagle area & Urban Wine Coop Tour

EVENING EVENTS

5:00 - 9:30

Modern Hotel – Modern Artists
1st Thursday in Downtown Boise

NOTES:

Agenda subject to change

Attendee Conference Cost

\$150—Pre-registration conference rate through April 23, 2010

\$135 for 2nd registration within the same organization

\$175—Registration rate after April 23, 2010

\$150 for 2nd registration within the same organization

REGISTRATION FORMS ONLINE 02/01/10